

New York Obesity Prevention Efforts (2008-2013)

Background

The Centers for Disease Control and Prevention's (CDC) Division of Nutrition, Physical Activity, and Obesity (DNPAO) provided support (training, technical assistance, data, funds) to the New York State Department of Health (NYSDOH) to prevent and control obesity and other chronic diseases through healthful eating and physical activity. New York successfully implemented initiatives and activities in multiple settings (community, schools, healthcare, childcare, and worksites) to address all six target areas delineated in cooperative agreement 805:

1. Increase physical activity.
2. Increase the consumption of fruits and vegetables.
3. Decrease the consumption of sugar sweetened beverages.
4. Increase breastfeeding initiation, duration and exclusivity.
5. Reduce the consumption of high energy dense foods.
6. Decrease television viewing.



Leveraged Funds

During cooperative agreement 805, the New York State Department of Health generated \$28.9M in leveraged funds* to support obesity prevention work.

Activities and Partnerships

- The Creating Healthy Places to Live, Work and Play Initiative (CH2LWP) was developed by the NYSDOH to fund contractors to implement obesity and type 2 diabetes prevention efforts in 22 low-income communities and worksites that employ people with disabilities across the state.
- The Healthy Schools New York Initiative assisted 630 schools in 119 high-need school districts to develop and implement wellness plans and physical activity strategies to increase physical activity before, during, and after school and to improve the school food environment.
- The Statewide Breastfeeding Promotion and Training was provided to more than 2,000 hospital maternity services staff. The training was designed to increase the implementation of evidence-based best practices for breastfeeding in hospitals across New York State.
- The NYSDOH helped start or expand 22 community gardens, helped 31 restaurants offer smaller portion sizes, helped establish 11 new grocery stores in high need areas, and helped nine convenience stores offer low-fat milk and more low-calorie beverages.
- *The Sugar Sweetened Beverage Tool Kit* was designed to inform chronic disease prevention efforts by describing the relationship between sweetened beverage consumption and weight gain.

* State grantees leveraged funds from multiple stakeholders and sectors to support obesity prevention work. Funds leveraged include sources of funding outside DNPAO cooperative agreement 805, such as federal organizations, state programs, foundations, private businesses, and other sources. States were not required, but encouraged to leverage funds.

- The Obesity Prevention Program of the NYSDOH successfully collaborated with The University of Rochester Medical Center to plan and implement Improving Healthy Beverage Choices for Children ages 0-5 in Upstate New York. The program helped health care and child care professionals and media organizations to increase understanding of the American Academy of Pediatrics recommendations for age-appropriate beverages.
- An Early Care and Education Task Force representing child care experts from state agencies and early childhood programs was convened to advise on the development of recommendations to improve nutrition, increase physical activity, and reduce screen time in New York State's child care settings.

Lessons Learned

- Use existing systems to monitor and evaluate progress across diverse multi-setting initiatives.
 - » The Performance Monitoring Data Entry System (PMDES) was developed from an existing system in the Healthy Heart Program to create both aggregate and individual contractor monthly progress reports on the CHP2LWP Initiative that allowed for consistent monitoring and evaluation of progress.
- Ensure that evaluation is an on-going process.
 - » Discussions about the evaluation design for CLP2LWP were incorporated into the planning process six to nine months before contracts were executed. This enabled evaluation to inform and improve the Initiative along the way.



“The PMDES database has been of great benefit in keeping track of progress to date under the chosen strategies and across several locations. The database allows us to quickly count things up and aggregate data as needed without losing pertinent background information.”

A contract manager new to the system with CHP2LWP.